LEO BURNETT COMPANY, Inc.

Difference for the sake of difference is one thing.

Difference for the sake of better is something else.
<u>This</u> is something else:

The new 100 millimeter Parliament with the remarkable recess.

Parliament keeps its recessed filter ten significant millimeters from your lips.

New Parliament 100 is the only extra-long cigarette with the recessed filter. Which provides a neater way to smoke.

The filter is out of sight inside a tip that feels firm and fresh to the end. You never taste the filter, only the flavor.

If you bring a sense of logic as well as a sense of pleasure to smoking, you're bound to appreciate the new Parliament 100.

An inner section of charcoal granules for even smoother flavor.

Now there are two Parliaments. Extra-long with charcoal. Or regular king-size.

Source: https://www.industrydocuments.ucsf.edu/docs/ghln0003
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